

# THE TULALIP TRIBES

## Administration Department

### Job Description

**JOB TITLE:** Public Affairs Director

**JOB NUMBER:** TTT-015-07

**NOTE:** Sections in box are minimum requirements that all applicants must have to be considered for this position. These requirements must be stated on your application form in order to be considered for this position.

The Tulalip Tribes publicly announces that Tribal and Indian Preference in hiring shall apply to Tulalip Tribal job opportunities.

Must be able to commit to strive for a successful employment history with Tulalip Tribes or other outside businesses

**EDUCATION: (Please attach all required education documents with application; i.e. diploma, degrees, certificates, etc.)**

- ☐ Bachelor's degree from an accredited college in journalism, communications or a related field. **(Please Attach Documents)**
- ☐ Successful completion of a formal public affairs/public relations curriculum from an accredited school.

**SKILLS:**

- ☐ Working knowledge of Word, Excel, PowerPoint and Publishing software.
- ☐ Excellent written and oral communication skills.

**EXPERIENCE:**

- ☐ Minimum of Fifteen (15) years experience in planning, developing, implementing and evaluating communications materials and managing public information programs.
- ☐ Demonstrated knowledge of, and hands-on experience in, public information, media relations (local, state and national), community relations, issues management, crisis communications, branding, direct mail, photography, audio-visual, special events, and public speaking.

**OTHER REQUIREMENTS:**

- ☐ Must have a valid State Driver's License, proof of valid car insurance and a reliable car. **(Please Attach Documents)**
- ☐ Must have a successful work history with the Tulalip Tribes and/or other employers.
- ☐ Must maintain Strict Confidentiality at all times.

**Physical Characteristics and/or Prerequisites:**

- ☐ Manual and finger dexterity for the operation of personal computer and routine paperwork.
- ☐ Tolerance to be exposed to computer screens for prolonged periods of time.
- ☐ Ability to sit for prolonged periods of time.

**Tribal Department:** Administration

**Employee Classification:** Exempt

**Job Summary:** To plan, develop, implement and evaluate a public relations program for The Tulalip Tribes.

**Employee Reports To:** General Manager

**Extent of Job Authority:** Directs, plans and manages the programs and general operations of the Public Affairs Office for the Tulalip Tribes. Serve as official spokesperson for the Tulalip Tribes.

**Specific Duties Performed:**

1. Develop, implement and evaluate a public affairs strategic plan and an annual program of work.
2. Develop, implement and evaluate a public affairs budget, supporting communications materials (e.g., annual report, newsletter) and public information policies and procedures.
3. Advise the Tribal Government GM, Tulalip Board and other Tribal staff on public affairs issues.
4. Develop and evaluate press kits, press briefings, media release, and responses to media queries.
5. Serve as official spokesperson for the Tribe.
6. Train designated staff and Board how to effectively deal with the media.
7. Develop and evaluate a community relations program.
8. Develop and evaluate brochures, pamphlets, posters, speeches, and community presentations and other collateral materials in support of Tulalip Tribe programs.
9. Develop and evaluate branding program for Tribal Government.
10. Prepare and implement a communications plan to support emergency preparedness.
11. Supervise public affairs staff, consultants and contractors.
12. Train, coach and mentor designated Tribal staff in public relations skills.
13. Perform other related duties as assigned

**Term of Employment:** This is a regular Full-Time position, requiring 40 hours per week or 2080 hours a year.

**Pay Range:** \$37.16 to \$52.30 Per Hour (plus employee benefits)

**Opening Date:** January 23, 2007

**Closing Date:** February 6, 2007 @ 4:00 p.m.

**Please return your completed application with required attachments, by the closing date and time, to the Tulalip Tribes Employment Office, located at 6103 31<sup>st</sup> Avenue N.E. Tulalip, WA 98271. Tulalip Employment hours Monday-Friday, 8:00 a.m. to 4:30 p.m. (360) 651-3686 or toll free 1 (800) 869-8287, ext. 3686.**